

REMARKS

Reconsideration and allowance of the above-referenced application are respectfully requested

The drawings stand objected to due to formalities which are corrected herein in corrected figures 2, 3 and 4.

Claims 7-3, 7-4, 17-13 and 17-14 stand rejected under 35 USC 112 as allegedly being indefinite. This contention is respectfully traversed. The specification makes it clear that the image models can produce for example a three-dimensional experience which allows viewing from different angles or perspectives. See for example, the bottom paragraph on page 16. The virtual three-dimensional environment formed in this way forms a three-dimensional image model. Hence, the video of Claim 3, as well as the image model of film images of Claim 4 clearly are capable of being three-dimensional. For these reasons, the rejection based on 35 USC 112 is respectfully suggested to be incorrect.

Claims 1-6, 8, 10, 12-18, 22 and 24 stand rejected under 35 USC 102 as allegedly being anticipated by van Hoff et al. This contention is respectfully traversed. Van Hoff et al. does teach a system which is apparently usable with ads. Images can be placed within the ads, and column 4 explains that these may be informational images. However, according to column 4 lines 47-51, the "applet(s) define the operational parameters

associated with how long images are displayed, in what sequence (emphasis added), how they appear and disappear (fade or flash), as well as other display parameters". Since the applet defines the sequence, it stands to reason that this is quite the opposite of the claim limitation that allows "the user may select one or more fill images to be displayed". Rather, van Hoff et al. requires that the applet defines how the images are displayed, as compared with the user defining that.

As such, van Hoff et al. does not disclose the subject matter of Claim 1, and Claim 1 should be completely allowable thereover.

Claim 12 defines a presentation web page with an analogous limitation therein, and should be allowable for analogous reasons. Claim 22 defines allowing the remote user to selectively configure the fill images, and should also be allowable for similar reasons.

Claim 28 defines controls to modify the multimedia presentation which is not disclosed by van Hoff et al., which describes that the applet controls all of these features. Therefore, these claims should be allowable for these reasons.

Certain dependent claims stand rejected over van Hoff et al. in view of Roebuck or in view of Johnson, but the distinctions over van Hoff et al. have been described in detail above. Therefore, each of the claims should be allowable for these reasons.

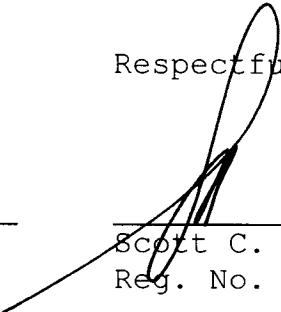
It is believed that all of the pending claims have been addressed in this paper. However, failure to address a specific rejection, issue or comment, does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above are not intended to be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

Applicants ask that all claims be allowed. Please apply all applicable charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: _____

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